

Digital Economy Theme 'Telling Tales of Engagement' Competition 2018'

Call type: Expression of interest

Closing date: 12 noon on 10 January 2019

Funding Available: Funding is available to support three awards, each for £10,000, to support an activity or activities that will allow you to tell your impact story in creative, interesting and engaging ways to a wider audience and the public.

Project funding will be up to 18 months in duration, starting from April 2019 onwards.

How to apply: By submission of embedded online form

For further details, please read the Scope of the competition section.

Assessment Process: The Digital Economy Programme Advisory Board members will assess the entries.

Key Dates:

Activity	Date
Closing date for submission of entries	12 noon 10 January 2019
Funding decision	February 2019
Grant start date	From 01 April 2019 for up to 18 months

Contacts:

- Dr John Baird - 01793 444047 (john.baird@epsrc.ukri.org)
- Anna Walker - 01793 444476 (anna.walker@epsrc.ukri.org)

The EPSRC logo consists of the letters 'EPSRC' in a bold, purple, sans-serif font, with a horizontal line above and below the text.

Engineering and Physical Sciences
Research Council



'Telling Tales of Engagement' Competition 2018'

Call type: Expression of interest

Closing date: 12.00 noon on 10 January 2019

Related themes: Digital economy

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Summary

The Digital Economy (DE) Theme is running a competition designed to help capture and promote the impact that your Research Council funded digital economy research is having. Three prizes of £10,000 are available to support researchers to further tell the story of research impact in an interesting and engaging way to a wider audience.

This year, the Telling Tales of Engagement (TTE) 2018 competition has two aims. We want you to:

- 1) tell stories that describe how your pathway to impact genuinely unfolded, to help the wider research community and public understand how impact really occurs and what benefits have been (or are expected to be) delivered from your Research Council funded research.
- 2) explain how you will use the prize, to **engage the public** with your research; to show how the benefits of your research help make a contribution to various challenges and to help address the UK Research and Innovation's equality, diversity and inclusion agenda.

To apply, please complete the online form on the TTE 2018 call page (<https://epsrc.ukri.org/funding/calls/ttoe2018/>), addressing the questions in the Call Scope, by **12:00 noon on Thursday 10 January 2019**.

Background

EPSRC defines impact as 'the demonstrable contribution that excellent research makes to society and the economy'. Impact embraces all the diverse ways that research-related skills benefit individuals, organisations and nations. These include (but are not limited to):

- Fostering global economic performance, and specifically the economic competitiveness of the United Kingdom;
- Increasing the effectiveness of public services and policy;
- Enhancing quality of life, health and creative output.

A key aspect of this definition is that potential impact must be demonstrable. It is not enough just to focus on activities and outputs that promote engagement, such as staging a conference or publishing a report. Evidence of the research impact is required to demonstrate, for example, that it has been taken up and used by policy makers or has led to improvements in services or industry.

The DE Theme takes impact seriously and through two significant review exercises, has identified some aspects that could usefully be taken on board in developing plans for the Telling Tales of Engagement activities. Given the DE community's significant role in the overall impact agenda addressing societal and other challenges¹, we want the DE community to help share better understanding of the overall impact process to other sections of the research community who are maybe not so advanced in their thinking and practice. This includes a better understanding of the whole impact agenda, what makes successful impact, recognition of the breadth of their impact and its benefits; it would help researchers set impact related goals and metrics and help us provide guidance on developing pathways to impact.

We recognise that telling the story around the economic and societal benefits arising from Research Councils funded DE research can provide an opportunity for researchers to develop transferable and career-enhancing skills, as well as providing inspiration to the next generation of researchers. The latter is important because the long term strength of the UK research base depends on harnessing all the available talent.

For more information about EPSRC's portfolio and strategies, see our website: <https://epsrc.ukri.org/research/ourportfolio/>

¹ 2012 Digital Economy Theme Impact Review - <https://epsrc.ukri.org/newsevents/pubs/digital-economy-report-of-the-2012-rcuk-digital-economy-impact-review-panel/>

Scope of competition

The two aims of this competition are to:

- 1) capture the impact that your Research Council funded digital economy research is having, how this impact unfolded and what benefits have (or are expected to be delivered) from your research, and
- 2) explain how you will use the prize funding to engage the public with your research; to show how the benefits of your research help make a contribution to various challenges and to help address the UK Research and Innovation's equality, diversity and inclusion agenda.

Your entry must address the following questions:

- What is the research challenge/project?
- What were the outputs of the research?
- What has been the impact of these outputs? Who/what did the research have impact upon?
- What has changed positively as a result of the research and how did this change happen? What is the evidence of a positive change?
- How do you propose to 'tell the story' of your impact and public engagement?
- Which sections of society/members of the public will you seek to engage with utilising the prize funding and for what purpose?
- How will you creatively and meaningfully engage with the public for mutual benefit?
- How will your public engagement contribute to the development of your research and its impact?

Your entry should tell a story that describes how the pathway to impact of your research really unfolded. Your story should clearly show the link between the impact and the research by describing how the impact of your research arose and evidencing positive changes.

Your story should help the wider research community and public understand how engagement and impact happens. We hope that allowing you to tell the full story of your engagement and pathway to impact should stimulate thinking on more imaginative and illustrative ways to tell the story of your engagement and the resulting impact.

Funding available

Funding is available to support three awards, each for £10,000, to support an activity or activities that will allow you to tell your impact story in creative, interesting and engaging ways to a wider audience and the public.

Activities could include (but are not limited to): video or podcast production, outreach activities to schools, public lecture series, community events, artistic interpretation or specialised media training or attendance at a high profile, non-academic focused conference.

Project funding will be up to 18 months in duration, starting from April 2019 onwards.

Equality, Diversity and Inclusion

The long term strength of the UK research base depends on harnessing all the available talent and the Research Councils have together developed the ambitious UK Research and Innovation Equality, Diversity and Inclusion Action Plan (<https://www.ukri.org/files/legacy/skills/action-plan-edi-2016/>).

In line with the UK Research and Innovation Diversity Principles, EPSRC expects that equality and diversity is embedded at all levels and in all aspects of research practice. We are committed to supporting the research community in the diverse ways a research career can be built with our investments. This includes career breaks, support for people with caring responsibilities, flexible working and alternative working patterns. With this in mind, we welcomes applications from academics who job share, have a part-time contract, need flexible working arrangements or those currently committed to other longer, large existing grants. Please see our Equality and Diversity webpages at <https://epsrc.ukri.org/funding/equalitydiversity/> for further information.

Eligibility

To be eligible to apply to Telling Tales of Engagement 2018, you need to have previously received funding from the Digital Economy Theme or aligned funding from EPSRC, AHRC or ESRC for research or research training that is relevant to Digital Economy. Therefore you need to be a researcher employed or registered at a UK Higher Education Institute (HEI) who would be eligible for UK Research and Innovation grant funding.

Applications are not limited to individuals; a team of researchers can apply but a lead person must be named who has received Research Council funding. The prize money can be split between the team as appropriate.

For lead applicants not eligible for direct EPSRC grant funding (PhD students, post-doctoral researchers, research assistants) we expect an eligible advisor who has previously received Research Council funding on a Digital Economy research grant to be named on the application form along with that of the applicant.

Applications from users and the Third Sector are welcome, but note that an eligible named advisor who has previously received funding on a Digital Economy Theme research grant is required and must be named on the application form along with the applicant.

For information on the eligibility of organisations and individuals to receive EPSRC funding, see the EPSRC Funding Guide:
<https://epsrc.ukri.org/funding/howtoapply/fundingguide/>

A list of eligible organisations to apply to EPSRC is provided at:
<https://www.ukri.org/funding/how-to-apply/eligibility/>

How to apply

Applications should be submitted via the online form on the call page on the EPSRC website (<https://epsrc.ukri.org/funding/calls/ttoe2018/>) by 12:00 on 10 December 2019, addressing the questions in the Scope of the competition section and taking into account the "Guidance on writing an application" notes below.

You will be notified of the result as soon as possible following on from the assessment panel.

Please ensure you include a single A4 PDF totalling 1 page which summarises your entry in an interesting and engaging way.

Entrants should note that the PDF submitted may be publicly available; therefore it is advised that:

- No material that is confidential is included in the application;
- The necessary permissions to share the information are sought in advance from the relevant people;
- If successful your application maybe used in future engagement material.

Successful Entries Only

Following the competition: If you are successful, payment will be made to your HEI, who will then be responsible for issuing the award and ensuring funds are released as required. EPSRC reserve the right to retain 40% of the total funding until an account of the expenditure has been submitted from the University Finance Office.

Submitting an application

Guidance on writing an application

Please ensure your entry addresses the questions in the Scope of the competition section as well as the guidance below.

Question	Guidance
Please describe the research field (max ~150 words)	Please describe the research area that you are working in and how it related to the Research Council funding you have received from either the DE Theme or relevant aligned funding from EPSRC, ESRC or AHRC.

Please describe the impact of the research (up to 1,000 words)	Please describe the impact of your research detailing what this impact was; who or what it has had impact upon and how this impact was brought about and by whom. The story will provide evidence (quotes, conversations, meeting details, etc.) to support the story of how the research impact unfolded.
Please describe how you propose to further 'tell the story' of the impact (up to 1,000 words)	Please describe your ideas on how you intend to use the £10,000 to tell the story of the impact that your research has had. What creative and high quality engagement activities will you undertake? In particular, how will you reach out to other researchers? And how will you reach out to, the general public and targeted communities (e.g. school children, teenagers) to help address the Equality, Diversity and Inclusion agenda?
PDF to summarise research and its impact	Please provide one PDF that describes your research and the impact that it has had in an interesting and engaging way.

Please note that on submission to EPSRC **all** non-PDF documents are converted to PDF, the use of non-standard fonts may result in errors or font conversion, which could affect the overall length of the document.

Assessment

Assessment process

Our External Digital Economy Programme Advisory Board members will assess the entries on the following criteria before selecting the winning entries.

Assessment criteria

- **Strength of research impact evidence;**
Evidence provided of a positive change as a result of this research.
- **Potential scope for further impact;**
Whether the plan for 'telling the story' is appropriate for the intended audience. Strength of activities to highlight the impact story.
- **Creativity and quality of approaches to public engagement whilst addressing the UK Research and Innovation Equality, Diversity and Inclusion agenda;**
Degree of public engagement with the community being targeted. Degree to which equality, diversity and inclusion has been considered.
- **Contribution of the case to spreading understanding of the nature of impact pathways;**
Level to which the applicant demonstrates how they are going to be

advocates for Pathway to Impact, disseminate lessons learnt and features that make for a successful outcome to the wider research council.

In the event of this call being substantially oversubscribed as to be unmanageable, EPSRC reserve the right to modify the assessment process.

Moving forward

Submissions to this call will not count towards the Repeatedly Unsuccessful Applicants Policy. Further information about the policy can be found at: <https://epsrc.ukri.org/funding/howtoapply/basics/resubpol/rua/>

Key dates

Activity	Date*
Closing date for submission of entries	12 noon 10 January 2019
Funding Decision	February 2019
Duration of award	From 01 April 2019 for up to 18 months

*EPSRC aims to adhere to the key dates as published, however there may be exceptions where the sift, prioritisation or interview meeting may have to change due to panel member availability.

Contacts

- Dr John Baird - 01793 444047 (john.baird@epsrc.ukri.org)
- Anna Walker - 01793 444476 (anna.walker@epsrc.ukri.org)

Change log

Name	Date	Version	Change
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